

# Partnerships to Advance Tribal Health (PATH)

## Town Hall Communications Toolkit



**By the Office of Tribal Affairs and Policy**

### **Overview**

PATH Background and Events.....	1
Key Messages.....	2
Schedule.....	3
Pledges and Spotlights.....	5
Social Media Campaign.....	6
Facebook.....	6
Twitter.....	8
Instagram .....	9
Blog.....	9



# Partnerships to Advance Tribal Health: Background

**Date of Event:** July 24, 2018

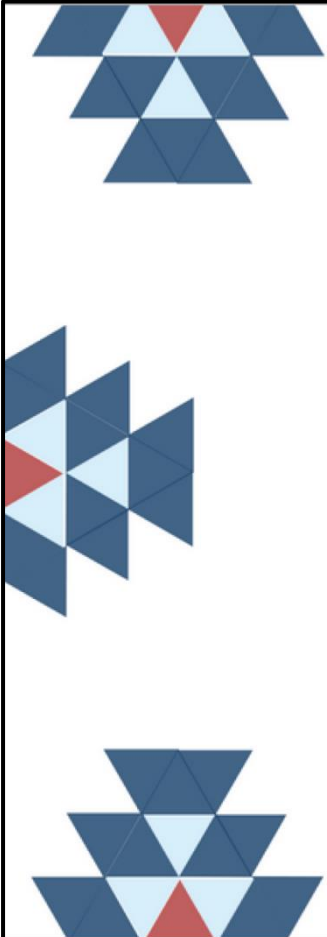
**Press:** Closed

**Location:** Hubert H. Humphrey Building | Great Hall 200 Independence, SW | Washington DC, 20201

The Substance Abuse and Mental Health Services Administration (SAMHSA), Centers for Disease Control (CDC), Centers for Medicare and Medicaid Services (CMS), Indian Health Service (IHS), National Institutes of Health (NIH), and Office of Minority Health (OMH) are coordinating a day of tribal events entitled Partnerships to Advance Tribal Health (PATH). The PATH events include a National Town Hall on Combatting Opioids and Substance Use in Tribal Communities which will take place in the morning at the Department of Health and Human Services, and a Joint Tribal Advisory Committee (JTAC) meeting, that will take place in the afternoon of July 24.

In addition to the PATH events, the National Indian Health Board in partnership with the Indian Health Service will host the American Indian and NIHB Conference on July 25-27.

If you are unable to attend the Town Hall in the person it will also be live-streamed. All participants must register to be admitted into the building or access the online live-stream webinar.



## SAVE THE DATE

**Partnerships to Advance Tribal Health (PATH)**



**A NATIONAL TOWN HALL ON COMBATTING OPIOIDS AND SUBSTANCE ABUSE**

**JULY 24, 2018 • 8:30 AM- 12:00 PM EDT**

U.S. Department of Health and Human Services. Hubert H. Humphrey Building- Great Hall. 200 Independence Avenue, SW, Washington, D.C. 20201

Hosted by the Substance Abuse and Mental Health Services Administration (SAMHSA), Centers for Disease Control and Prevention (CDC), Centers for Medicare and Medicaid Services (CMS), Indian Health Service (IHS), National Institutes of Health (NIH), and Office of Minority Health (OMH).

**Participate in person, or via live stream.**

**Please Register:**  
<https://www.regonline.com/partnershiptoadvancetribalhealth>

**Live Stream Link:** <https://www.hhs.gov/live/index.html>

The U.S. Department of Health and Human Services' Partnerships to Advance Tribal Health events are a collaboration among its agencies. The events are neither supported by nor related to any outside organization's Partnership to Advance Tribal Health efforts.



### July Tribal Health Events

- July 22-23:** SAMHSA is holding its Tribal Technical Advisory Committee (TTAC) meeting (Part of the meeting includes a joint discussion between tribal leaders on the SAMHSA and CDC tribal committees).
- July 23 and 25:** CDC is holding its Tribal Advisory Committee meeting.
- July 24:** SAMHSA, CDC, CMS, HIS, NIH, and OMH.
- July 25-26:** CMS is holding its Tribal Technical Advisory Group meeting.
- July 26:** NIHB will host the American Indian and Alaska Native Tribal Data Symposium.
- July 25-27:** NIHB in partnership with IHS will host the 2018 American Indian and Alaska Native National Behavioral Health Conference.

### Key Messages

- AI/ANs have equally poor or worse substance use outcomes compared to other US populations.
- The HHS 5-Point Strategy to Combat the Opioids Crisis is tackling access to treatment and recovery services, data, pain management, overdose, and research, including for AI/AN communities.
- The PATH Town Hall is a forum for sharing tribal prevention, treatment, and recovery models that are making a difference in reducing opioid and substance abuse; and maximizing existing resources in the future.
- HHS is committed to working in partnership with tribal nations to improve the overall health of their communities.
- HHS is committed to building partnerships that leverage available resources for tribal communities.

# PATH Town Hall Event Schedule

**Date of Event:** July 24, 2018

8:30 am

## ***Blessing***

- Chester Antone, Chairman, HHS Secretary Tribal Advisory Committee

## ***Welcome, Purpose, and Overview of the Day***

- *Dr. Lynn Malerba, Chief, Mohegan Tribe of Connecticut*

8:45 am

## **Introduction to Partnerships to Advance Tribal Health**

- Arne Owens, Principal Deputy Assistant Secretary for Mental Health and Substance Use, Substance Abuse and Mental Health Services Administration (SAMHSA)

## **Remarks and Town Hall Discussion**

- Eric D. Hargan, Deputy Secretary, Department of Health and Human Services
- Senator John Hoeven, Chairman, Senate Committee on Indian Affairs
- Representative Tom Cole, Chairman, Labor, Health and Human Services, and Education Subcommittee
- RADM Michael Weahkee, Acting Director, Indian Health Service
- Anne Schuchat, MD (RADM, USPHS), Principal Deputy Director, Centers for Disease Control and Prevention
- Vinton Hawley, Chairman, Board of Directors National Indian Health Board
- Jefferson Keel, President, National Congress of American Indians

11:45 am

**Summary and Next Steps-** Dr. Marilyn “Lynn” Malerba, Chief, Mohegan Tribe of Connecticut and Arne Owens, Principal Deputy Assistant Secretary for Mental Health Substance Use, (SAMHSA)

12:00 pm

## **Adjourn**

**#PATHFORWARD**

***Pledge***

**I pledge to build a #PATHFORWARD to improve behavioral health in my community.**



Photo by the National Congress of American Indians.

**Signature:** \_\_\_\_\_

## Pledge Overview

SAMHSA, CDC, CMS, IHS, NIH, and OMH are committed to ensuring that American Indians and Alaska Natives have access to culturally competent health and behavioral health. Join us in our efforts to build a #PATHFORWARD for tribal communities by signing and sharing this pledge.

After signing the pledge, take a picture and post it on the HHS Facebook event page, or your Instagram and Twitter, using the hashtag **#PATHFORWARD**.

## Spotlights

Do you know of strategies that are being used to combat opioids and substance abuse in your community? Feature them in our spotlight by writing about tribal prevention, treatment, and/or recovery models that are making a difference in reducing the impact of opioids and substance abuse within your communities. All entries must be 150 words or less, and include a photo. Spotlight must be e-mailed to: [Sharece.Tyer@samhsa.hhs.gov](mailto:Sharece.Tyer@samhsa.hhs.gov) and [Carol.Moreno@samhsa.hhs.gov](mailto:Carol.Moreno@samhsa.hhs.gov).

## PHOTO, VIDEO, AND QUOTATION RELEASE DISCLOSURE

*By posting a photo with the hashtag #PATHFORWARD and your pledge, you have the ability to be featured during the Path Town Hall event. The following disclosure statement must be signed in order to grant SAMHSA the permission to display your image at the Town Hall.*

I hereby grant to the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), permission to use the photo and/or other digital reproduction of my child or myself, \_\_\_\_\_, without compensation or any other consideration at the PATH Town Hall event.

I also understand that these photographs, quotations, and/or digital production will be in the public domain and SAMHSA may further reproduce, edit, alter, copy, exhibit, publish, or distribute these photographs without further permission.

I waive the right to inspect or approve the finished product, including any written or electronic copy, wherein my image, likeness, or voice appears. In addition, I hereby hold harmless and release and forever discharge SAMHSA and HHS from all claims, demands, and causes of action which I, my heirs, representatives, executors, administrators, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization.

We, the undersigned, have read, understand, and agree to the Photo/Video and Quotation Release Disclosure.

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Print Youth Participant Name

Signature

Date

I certify that I am a custodial parent/legal guardian and have the aforementioned rights to assign (required if youth participant is 17 years of age and younger).

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Name of Parent/Guardian

Signature

Date

**Please return signed photo releases to:**

[Sharece.Tyer@samhsa.hhs.gov](mailto:Sharece.Tyer@samhsa.hhs.gov) and [Carol.Moreno@samhsa.hhs.gov](mailto:Carol.Moreno@samhsa.hhs.gov).

**#PATHFORWARD**



## Social Media Campaign

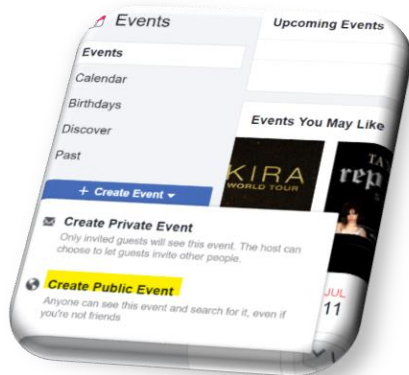


## #PATHFORWARD

### Facebook

#### *Creating an Event:*

When distributing information for any event, it is crucial to include the Who, What, When, and Where when conveying a message. One of the best forms of relaying this information is by creating a Facebook event.



Event Name ① PATH Town Hall 14 / 64

Location ① Health and Human Services Great Hall

Frequency ① Occurs Once

Starts 7/24/2018 8:30 AM EDT

Ends 7/24/2018 12:00 AM EDT

Co-hosts ① NIHB, NICUIH, NCAI

Posting ☒ Anyone can post (reported posts and story items must be approved)  
☐ Anyone can post (all posts and story items must be approved)  
☐ Only hosts can post

Guest List ① ☒ Display guest list

When creating a Facebook event, it is important to include trusted co-hosts that may be interested in sharing information about the event. Aside from sharing and inviting friends to attend, you can also share the event to other relevant groups or copy and paste the event link onto another page.

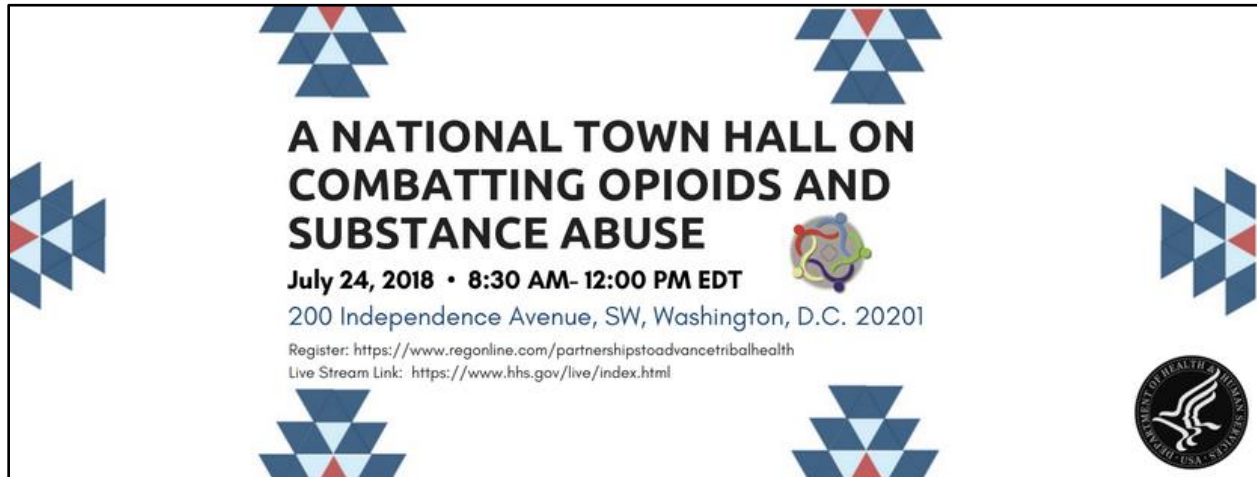
#### *What to Include in the Event description:*

The Substance Abuse and Mental Health Services Administration (SAMHSA), Centers for Disease Control and Prevention (CDC), Centers for Medicare and Medicaid Services (CMS), Indian Health Service (IHS), National Institutes of Health (NIH), and Office of Minority Health (OMH) are coordinating a day of tribal events entitled Partnerships for Advancing Tribal Health (PATH).

The PATH events include a National Town Hall on Combatting Opioids and Substance Use in Tribal Communities, which will take place in the morning, and a Joint Tribal Advisory Committee (JTAC) meeting that will take place in the afternoon of July 24. Both events will take place at the Hubert H. Humphrey (HHH) Building in Washington, DC from 8:30 am to 12:00 pm.

PATH will also be live-streamed through an online webinar at: <https://www.hhs.gov/live/index.html>.





(PATH Graphic. To be used for Facebook cover photo or posts.)

*Facebook Post Examples:*

"I pledge to build a #PATHFORWARD in behavioral health by starting the conversation about how to reduce opioid and substance abuse in tribal communities. Attend the Partnerships to Advance Tribal Health (PATH) town hall on July 24, from 8:30 am- 12:00 p.m. EDT in Washington, DC."

Facebook Event Link: <https://www.facebook.com/events/>

"Attend the Partnerships to Advance Tribal Health (PATH) town hall on July 24, from 8:30 am- 12:00 p.m. EDT in Washington, DC. This town Hall will focus on combatting opioids and other substances abuse in tribal communities. #PATHFORWARD #TRIBES"

### *Using the Facts:*

Facts help people better understand the importance of an issue, and how the issue impacts individuals. Including any of the facts below in your social media message while sharing information about the event can boost your likelihood of having someone select “interested” on Facebook.



According to the 2016 NSDUH, 23.8 percent (0.3 million) of AIAN aged 18 and older reported using illicit drugs in the past year. This was higher than the national average (18.2 percent).



According to the 2016 NSDUH, 12.2 percent (170,000) of AIAN aged 18 and older reported having a substance use disorder in the past year. This was higher than the national average (7.8 percent).



According to the 2016 NSDUH, 9.8 percent (136,000) of AIAN aged 18 and older reported having an alcohol use disorder in the past year. This was higher than the national average (6.0 percent).



According to the 2016 NSDUH, 5.2 percent (72,000) of AIAN aged 18 and older reported misusing a prescription drug in the past year. This was similar to the national average (7.1 percent).

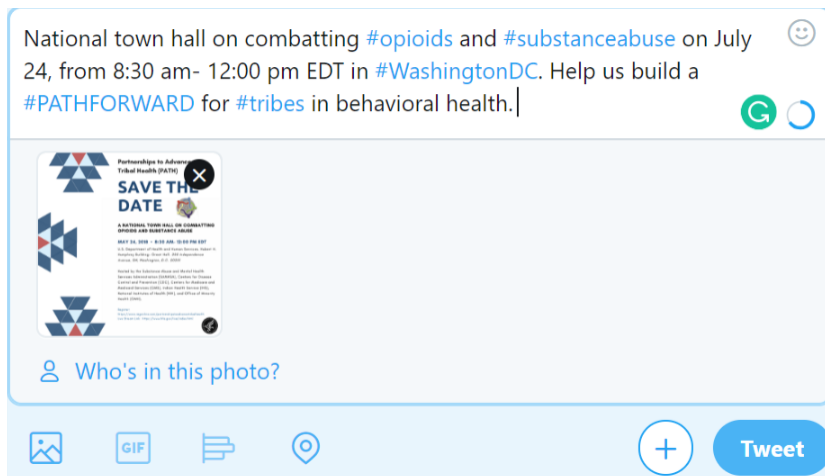


According to the 2016 NSDUH, 4.1 percent (63,000) of AIAN aged 12 and older reported opioid misuse in the past year. This was similar to the national average (4.4 percent).

### *Keeping the Conversation Positive:*

Once the Facebook event is live, many people will comment and share their thoughts on the issue. While it is important to engage in the conversation, it is also necessary to moderate and filter any negative or misleading information that draws away from the main goal of the event.

## Twitter



Unlike Facebook, Twitter limits the amount of characters that can be used to deliver a message. Including the graphic on page 8 can assure that the message is delivered properly.

## Instagram

Take a picture of your pledge, and share a personal testimony on Instagram that shares your experience with behavioral health! You may also use the Graphic on page 8 to share information about the event.

Recommended Hashtags: #PATHFORWARD #NATIVEYOUTH #TRIBALHEALTH

## Blog

After attending the PATH town hall, share your thoughts on the discussion by participating in a blog, and tell us what youth models are working to combat opioids and substance abuse in your community. In addition, share how youth can be better engaged in combatting opioids and substance misuse.



## PATH Town Hall Outreach Checklist

- ☐ Create, share, and invite friends to the PATH Town Hall Facebook event **by Tuesday, July 10<sup>th</sup>**.
- ☐ Sign and share the #PATHFORWARD pledge on social media **by Tuesday, July 10<sup>th</sup>**.
- ☐ Sign and send the photo and quote release statement to [Sharece.Tyer@samhsa.hhs.gov](mailto:Sharece.Tyer@samhsa.hhs.gov) and [Carol.Moreno@samhsa.hhs.gov](mailto:Carol.Moreno@samhsa.hhs.gov) by **Wednesday, July 18<sup>th</sup> at 4:00 p.m.**
- ☐ Write a short spotlight of strategies that are being used to combat opioids and substance abuse in your community by **Thursday, July 19<sup>th</sup> at 4:00 p.m.**
- ☐ Share a blog post with your thoughts of the event, and youth models that are working to combat opioids and substance abuse in your community after the event, on **Tuesday, July 24<sup>th</sup>**.